

## ABSTRACT OF THE DISCLOSURE

An apparatus provides a multimedia service in a mobile terminal. A main controller controls a call setup operation between the mobile terminal and a base station. A codec codes an audio signal output from a microphone and decodes a received audio signal. A display outputs image data, and a display driver drives the display. An image processor buffers information received from the main controller and a multimedia service processor, converts the buffered information according to an output mode of the display and provides the converted information to the display driver. The multimedia service processor performs, at a multimedia service request, accesses the corresponding server and sends a data request to the server, outputs received image data through the image processor, outputs received menu and character information data to the main controller, and outputs received audio data through the codec.